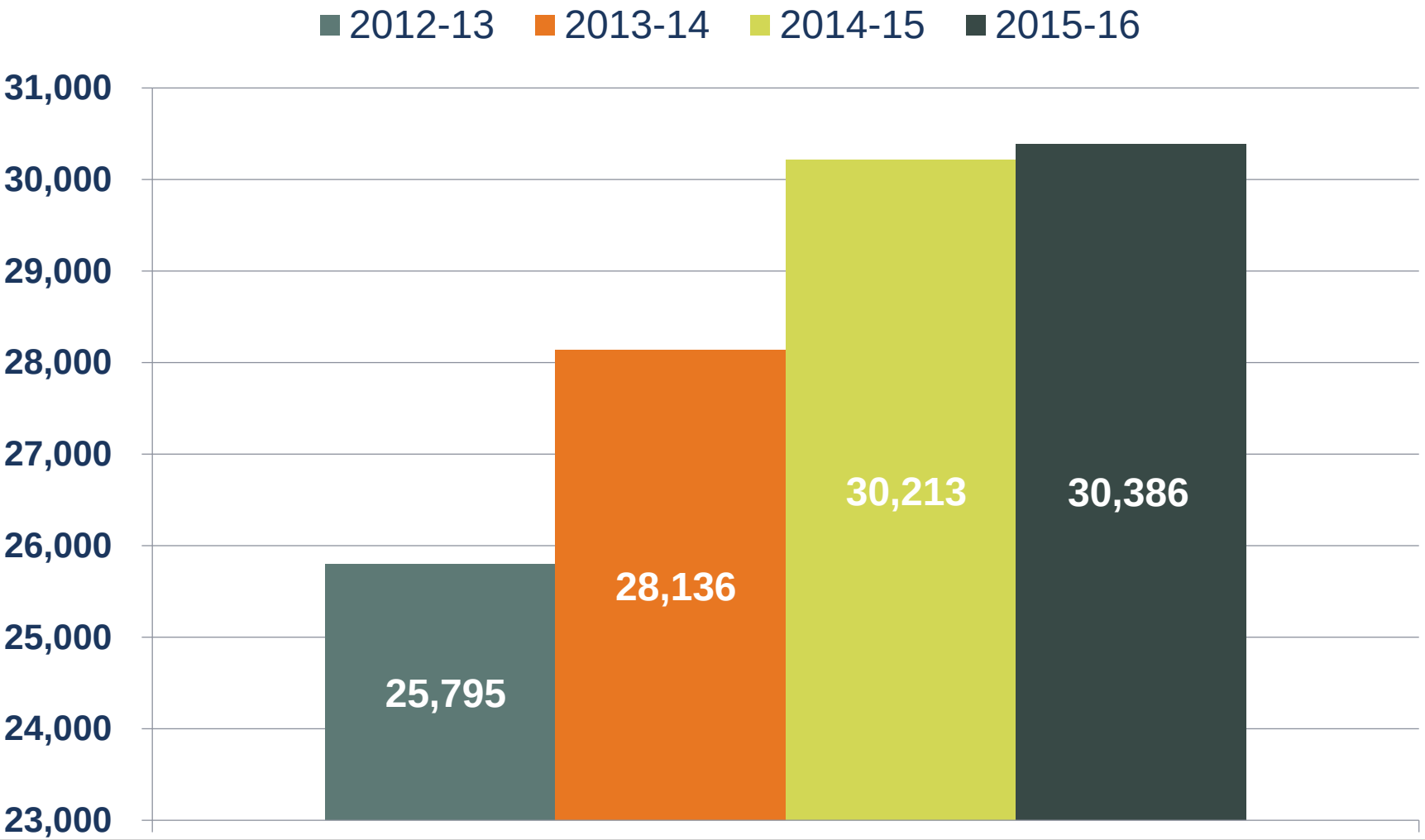
TN Department of Education | Institute for CTE Educators

Business Administration, Finance, and Marketing Data Session

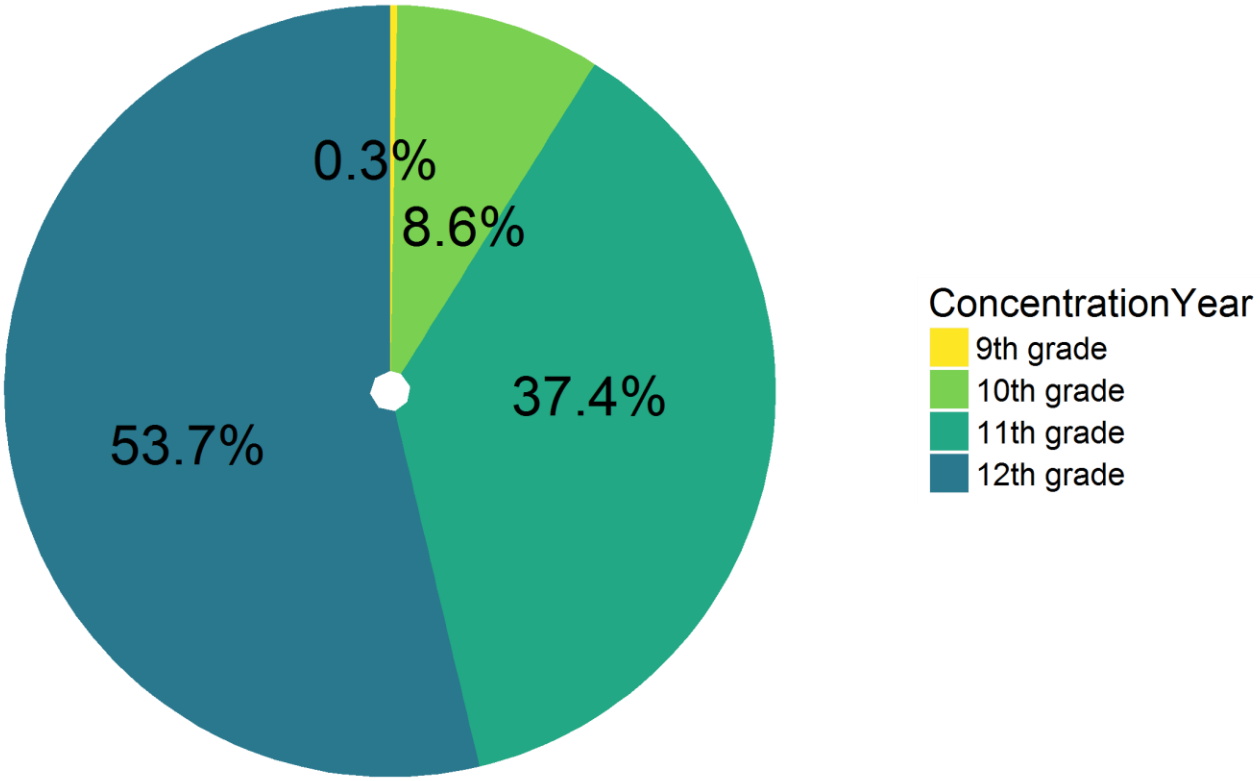
Tara Campbell, career cluster consultant, division of college, career and technical education

Number of students who concentrate in CTE continues to increase

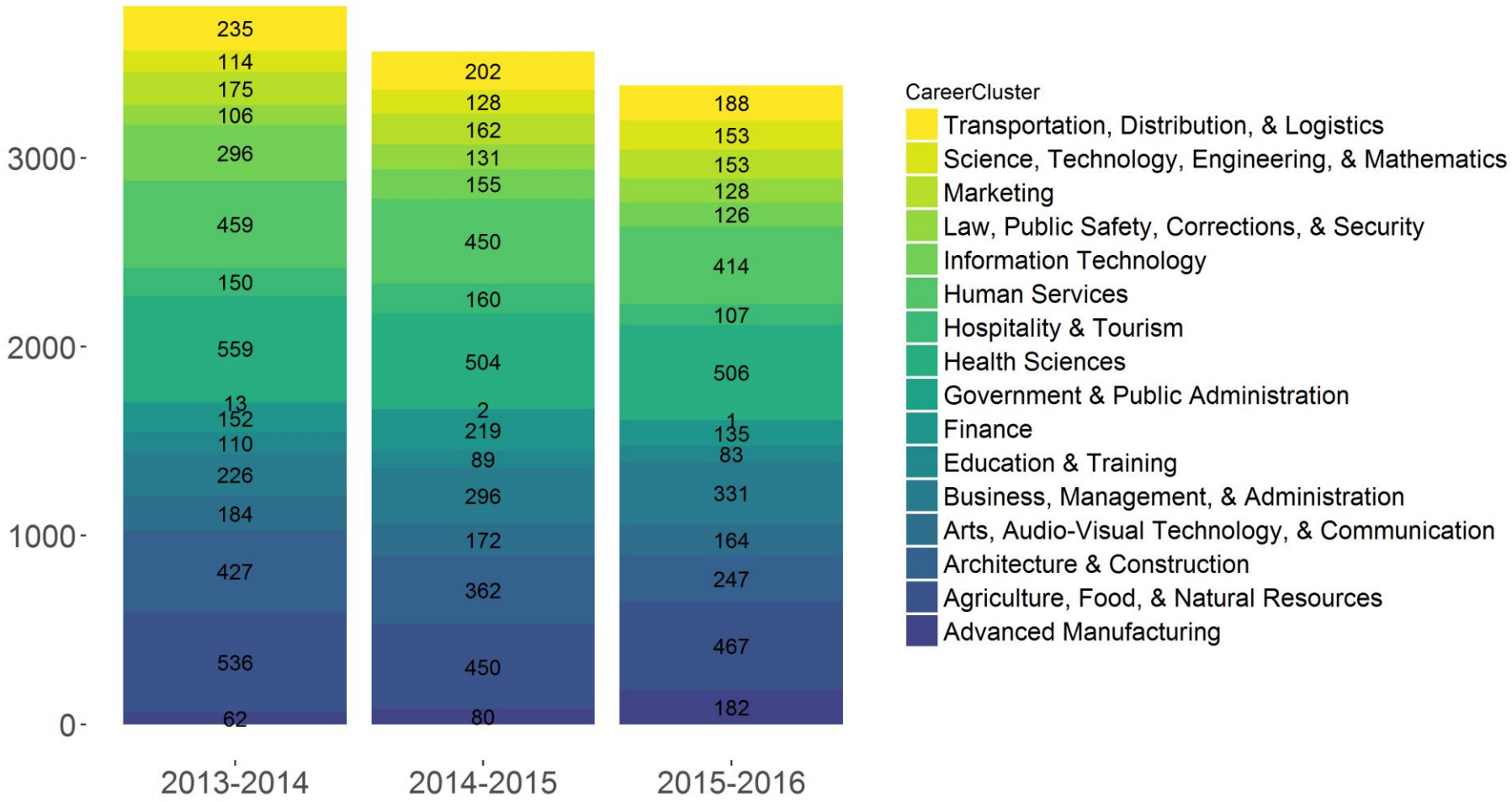


Students who concentrate in CTE

Grade when students in the 2012 freshman cohort attained concentrator status

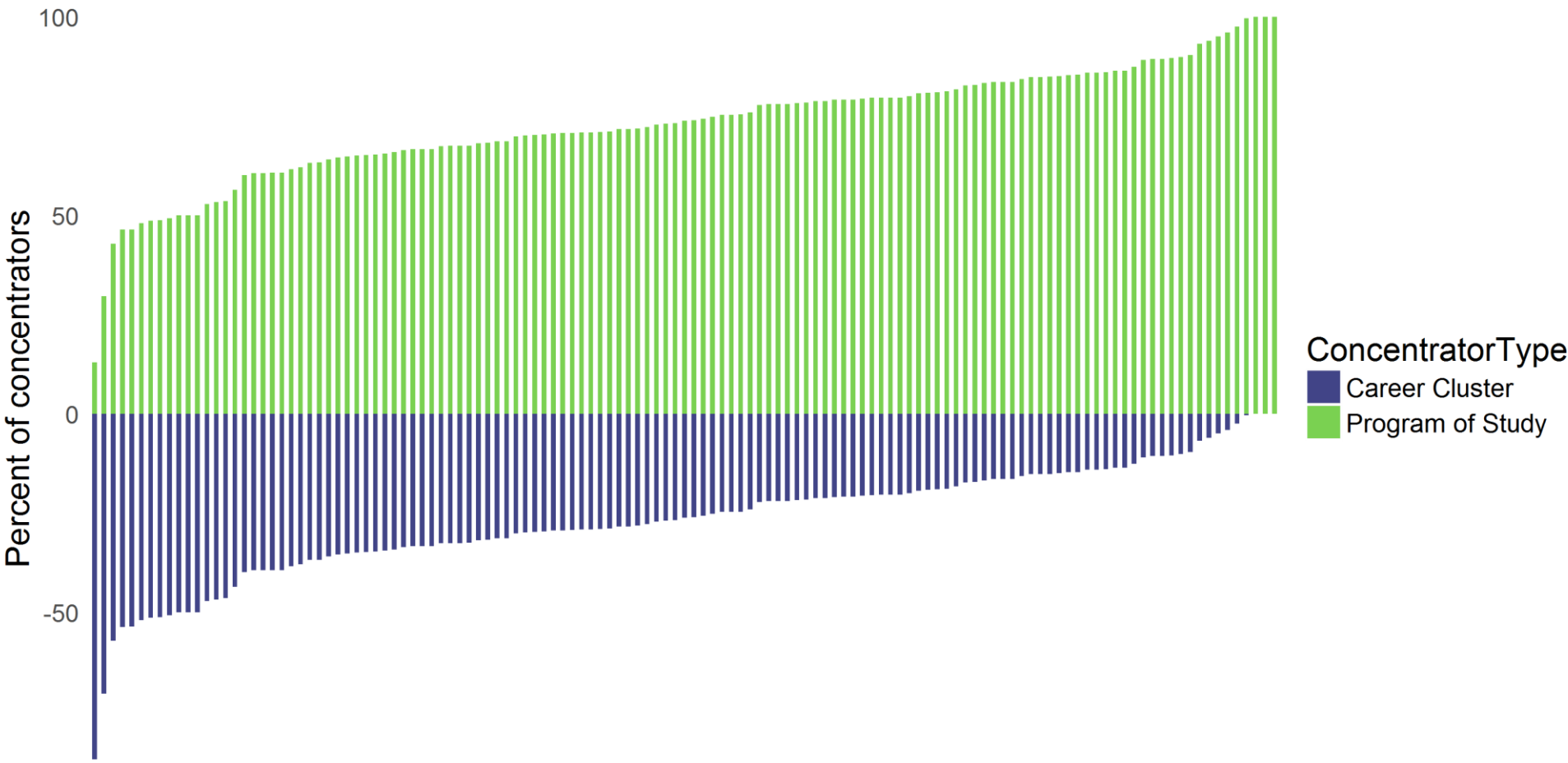


Program of Study offerings, 2013-14 through 2015-16



Students who Concentrate in CTE Programs of Study

District breakdown of concentrator types for 2012 cohort

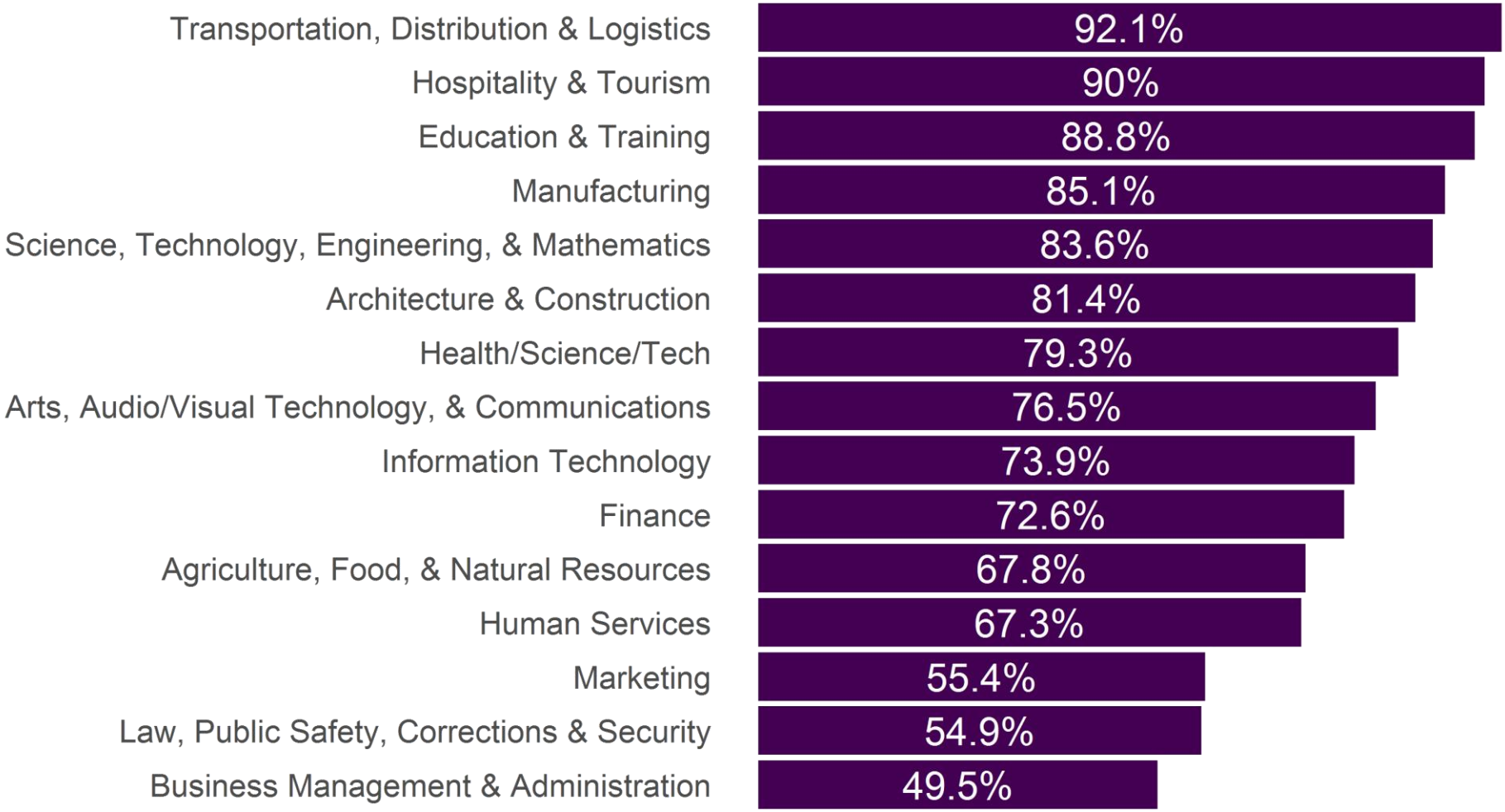


Districts

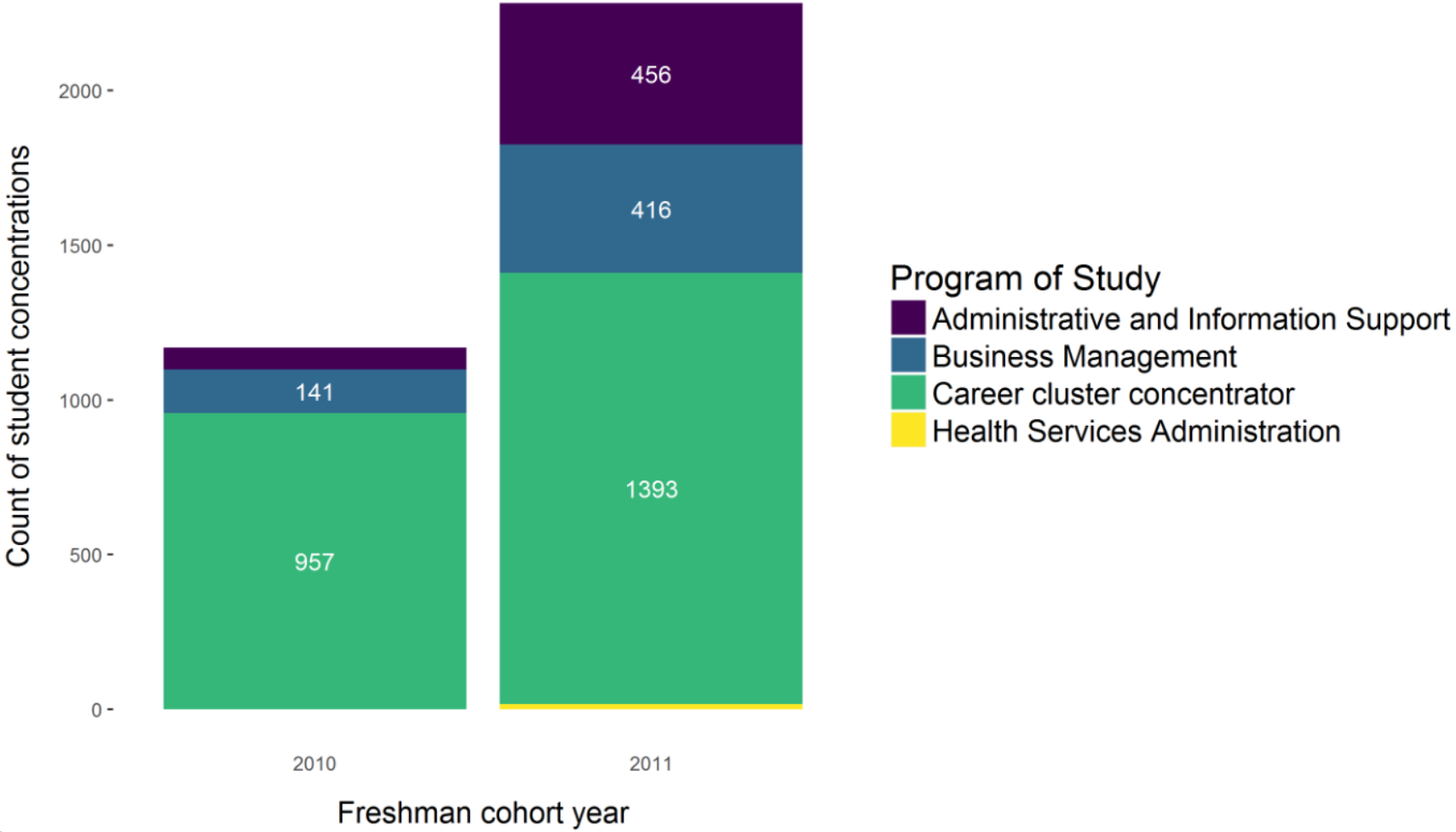
Concentrator Trends

	14-15 PoS	14-15 CC	% PoS	15-16 PoS	15-16 CC	% PoS	Change
AG	2863	2471	53.7%	3455	1779	66.0%	**12.3%**
CONS	2309	1335	63.4%	2408	490	83.1%	**19.7%**
ARTS	1246	932	57.2%	1797	439	80.4%	**23.2%**
BUS	1234	1745	41.4%	1410	1207	53.9%	**12.5%**
EDU	204	145	58.5%	295	101	74.5%	**16.0%**
FIN	555	368	60.1%	372	214	63.5%	**3.4%**
HS	5389	2699	66.6%	6302	1703	78.7%	**12.1%**
HOSP	1225	362	77.2%	1442	127	91.9%	**14.7%**
HUSV	2921	3370	46.4%	3685	1768	67.6%	**21.1%**
IT	848	622	57.7%	972	246	79.8%	**22.1%**
LAW	593	1428	29.3%	1235	923	57.2%	**27.9%**
MANU	314	231	57.6%	1199	343	77.8%	**20.1%**
MKT	545	1046	34.3%	986	802	55.1%	**20.9%**
STEM	993	501	66.5%	1314	240	84.6%	**18.1%**
TRANS	1823	596	75.4%	2172	252	89.6%	**14.2%**

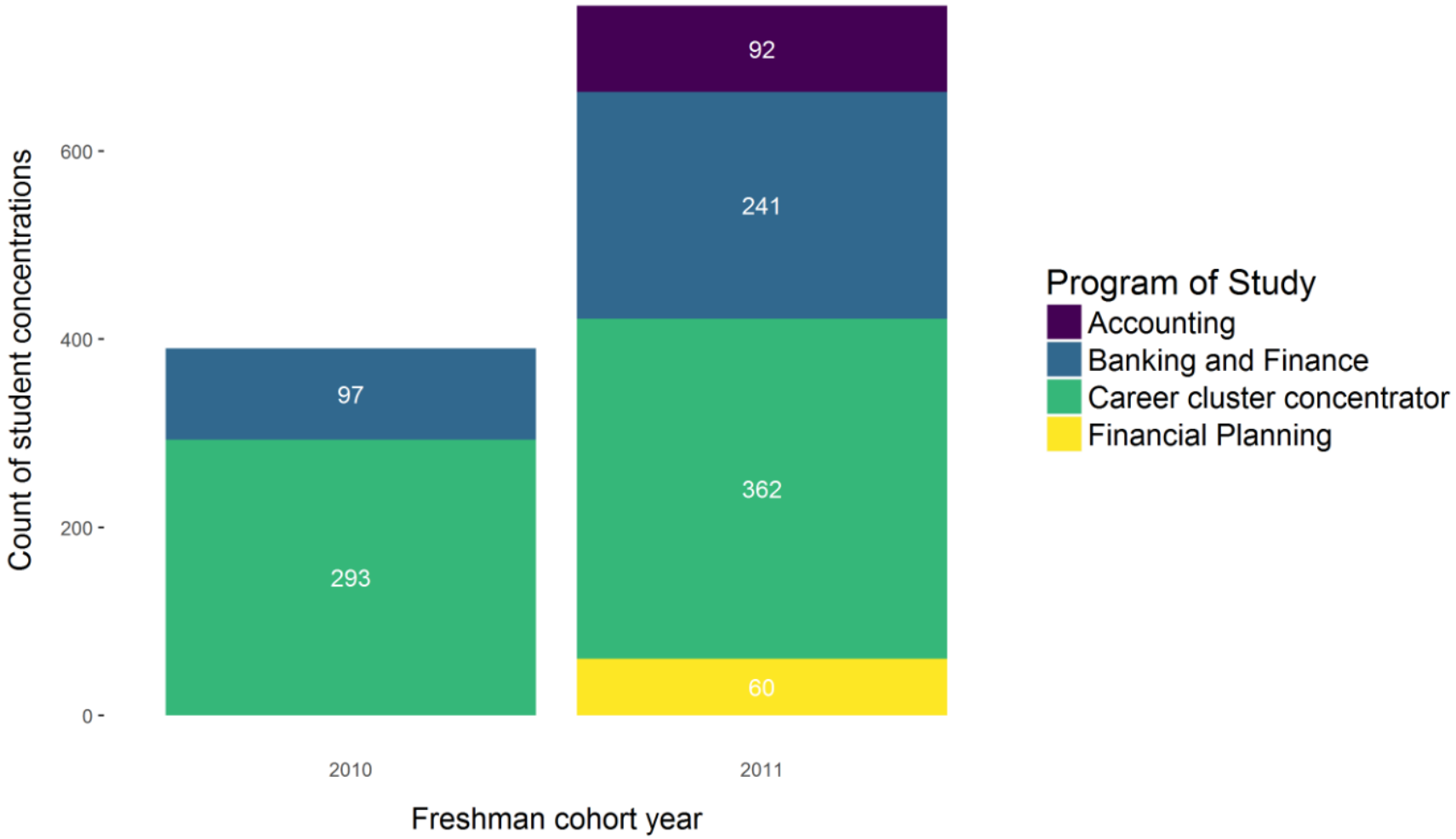
Percentage of CTE Concentrators who concentrated in a Program of Study



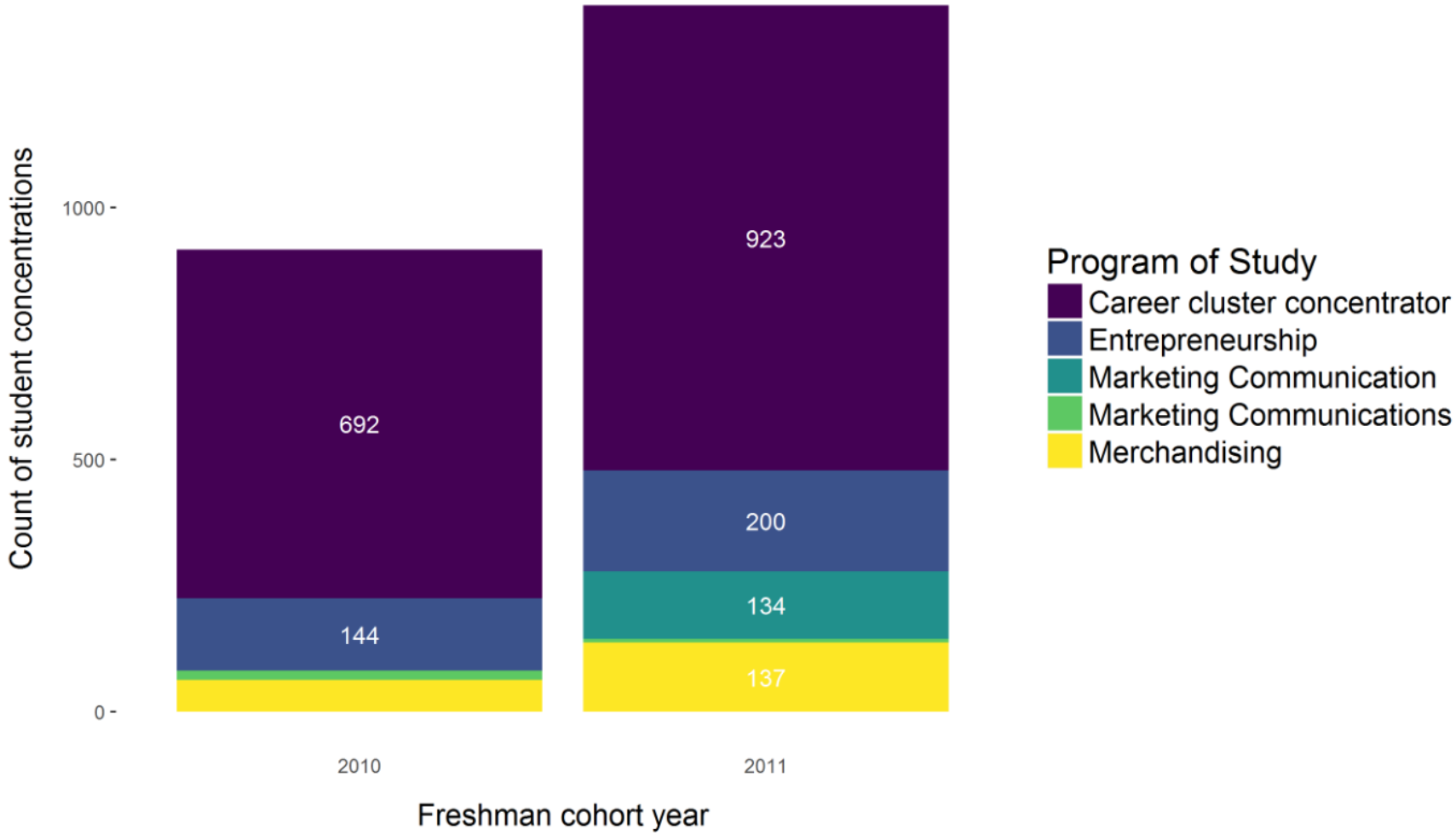
CTE Concentrators in Business Administration



CTE Concentrators in Finance



CTE Concentrators in Marketing

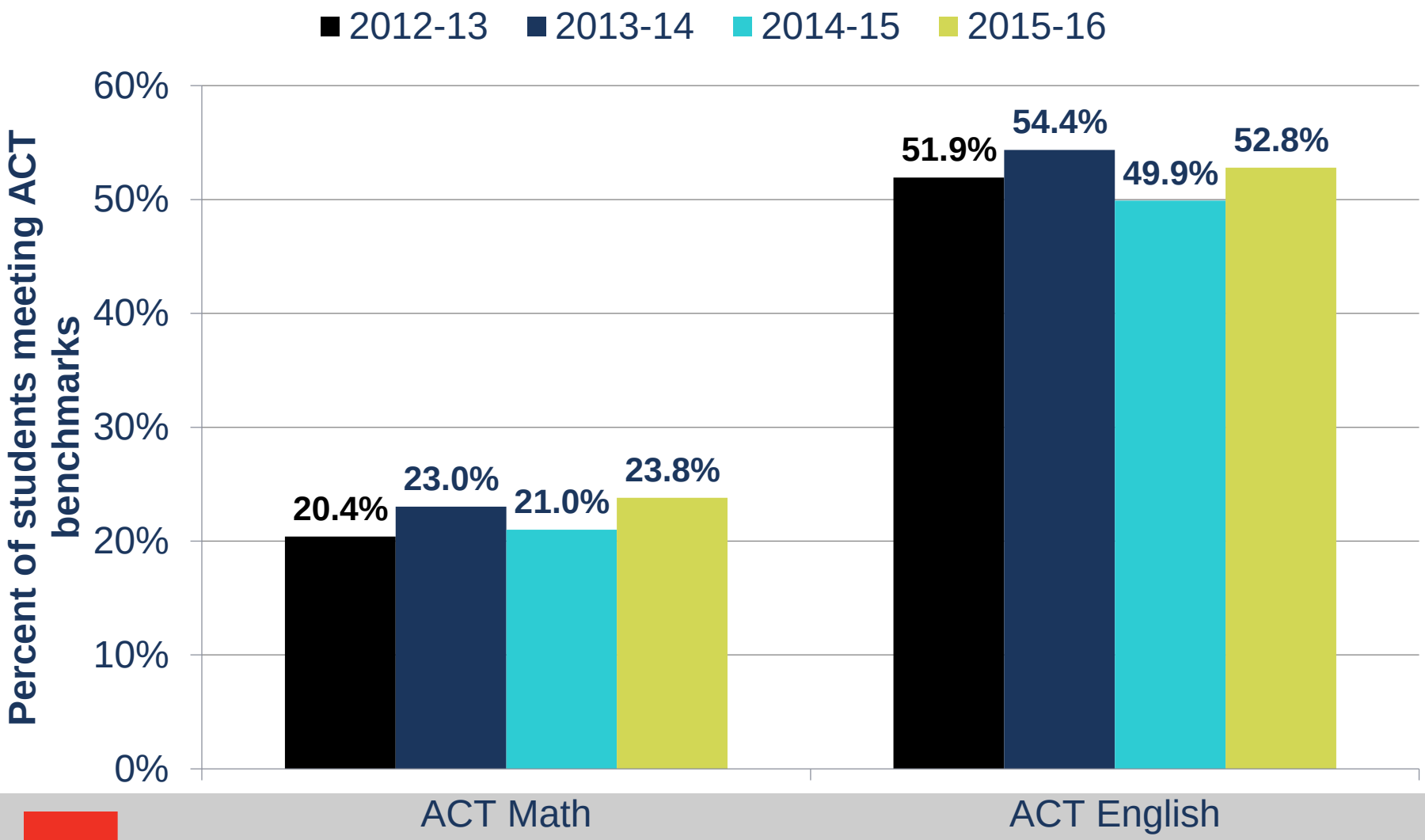


Definition of a Student Who Concentrates in CTE

- Beginning with the 2017-18 School Year:
  - A student who concentrates in CTE will complete **three or more** courses within a **program of study**

2016 Graduating Class: ACT Achievement

Students who concentrated in CTE and who met ACT benchmarks



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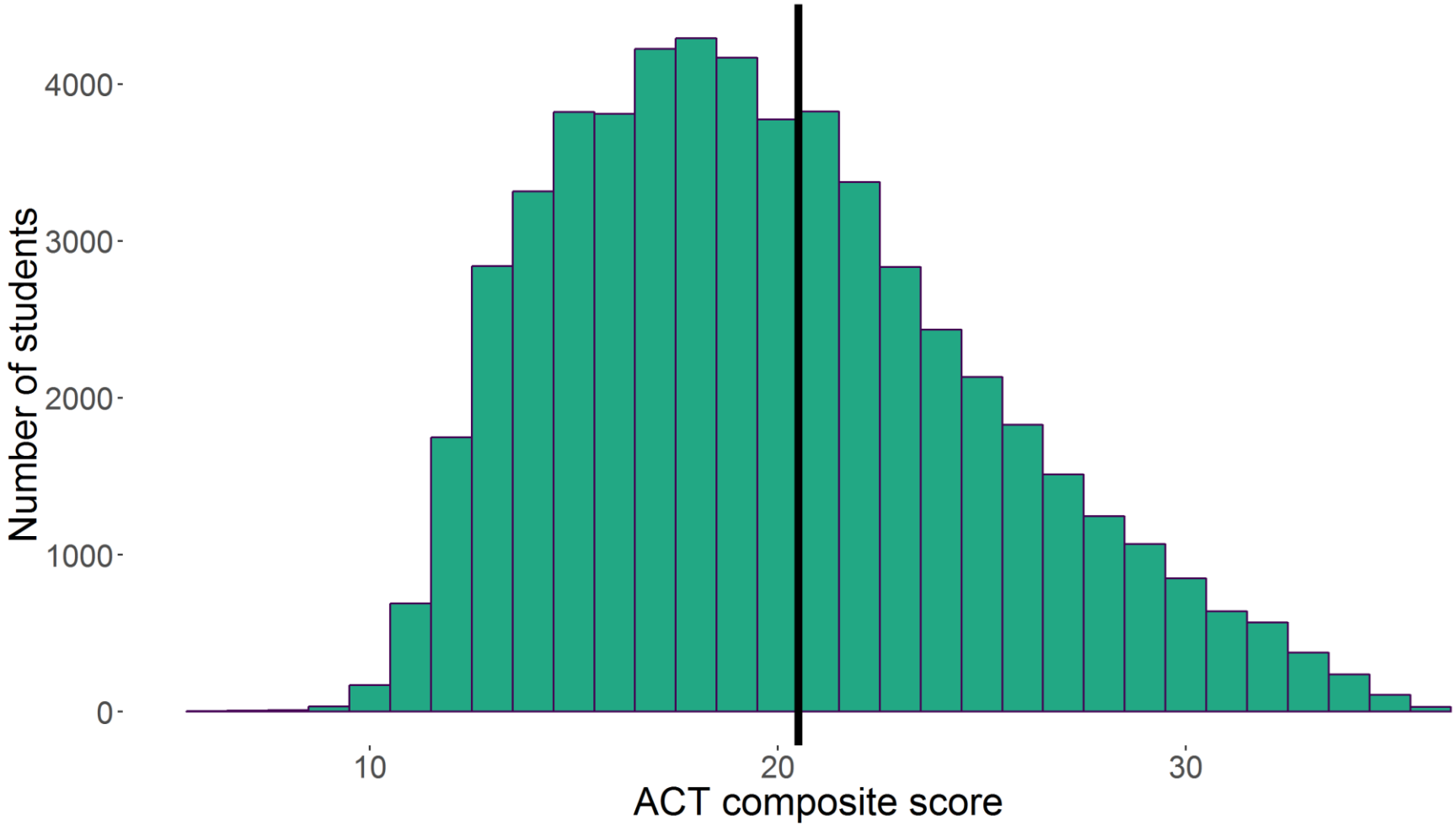
(Benchmarks: 50% chance of obtaining a B or higher or about a 75% chance of obtaining a C or higher)

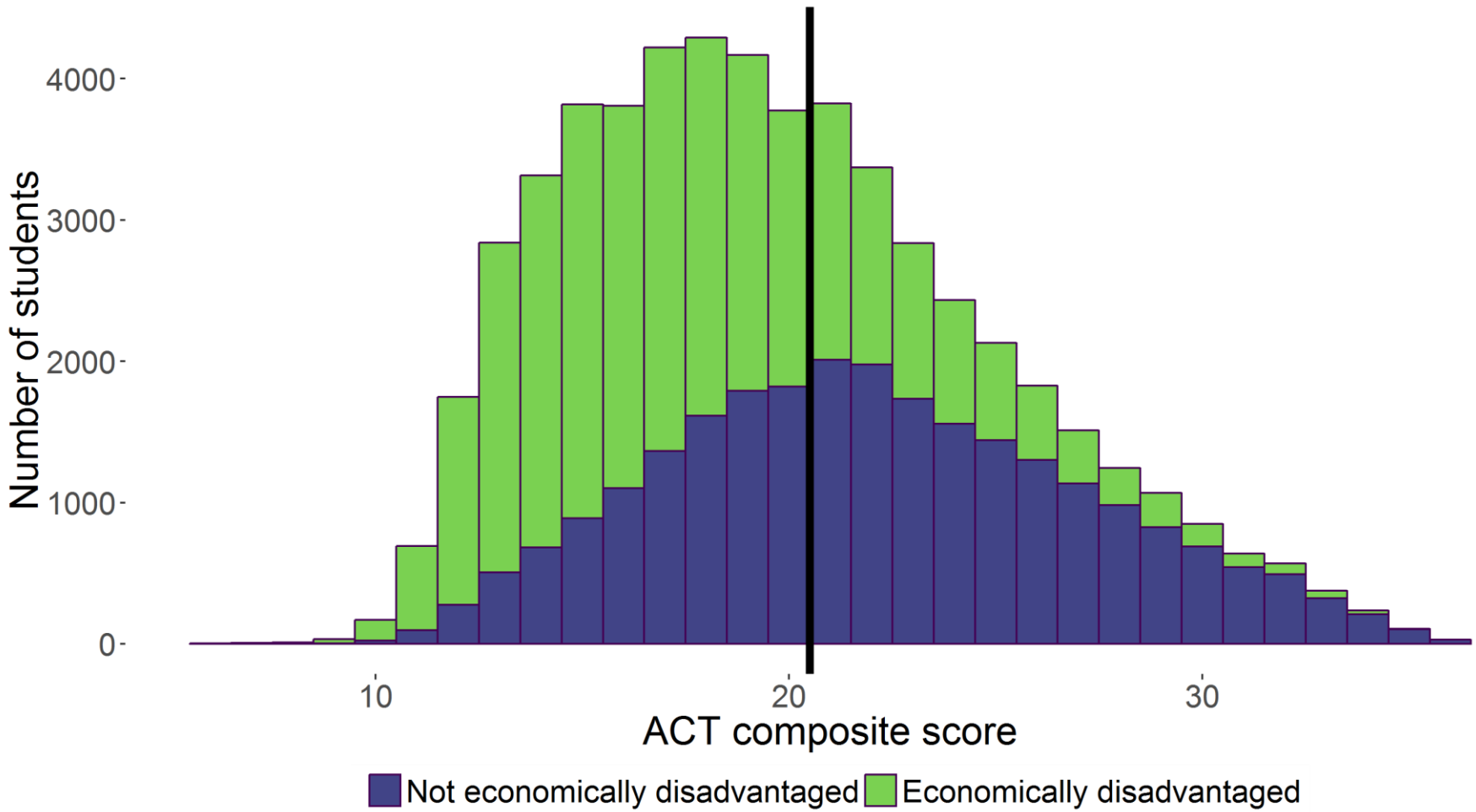
ACT overview for graduates in the 2012 cohort

	All Students	CTE Concentrators
Average ACT	19.8	19.0
Percent 21 or above	36.5%	32.0%
Percent below 19	39.5%	45.4%

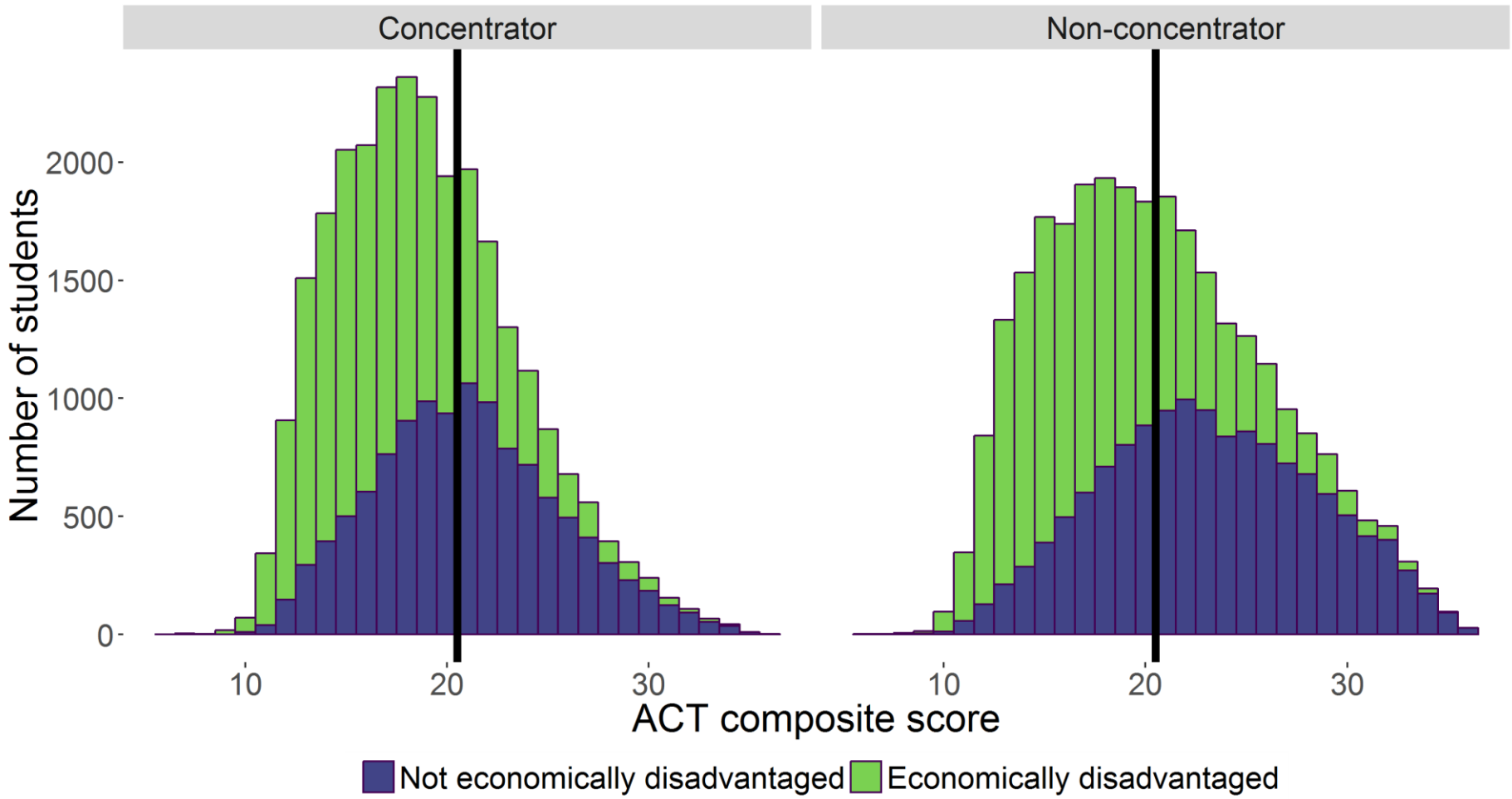
Distribution of ACT scores for 2012 cohort



Distribution of ACT scores for 2012 cohort by economic disadvantage



Distribution of ACT scores for 2012 cohort by economic disadvantage and concentrator status



ACT by Career Cluster for 2012 cohort

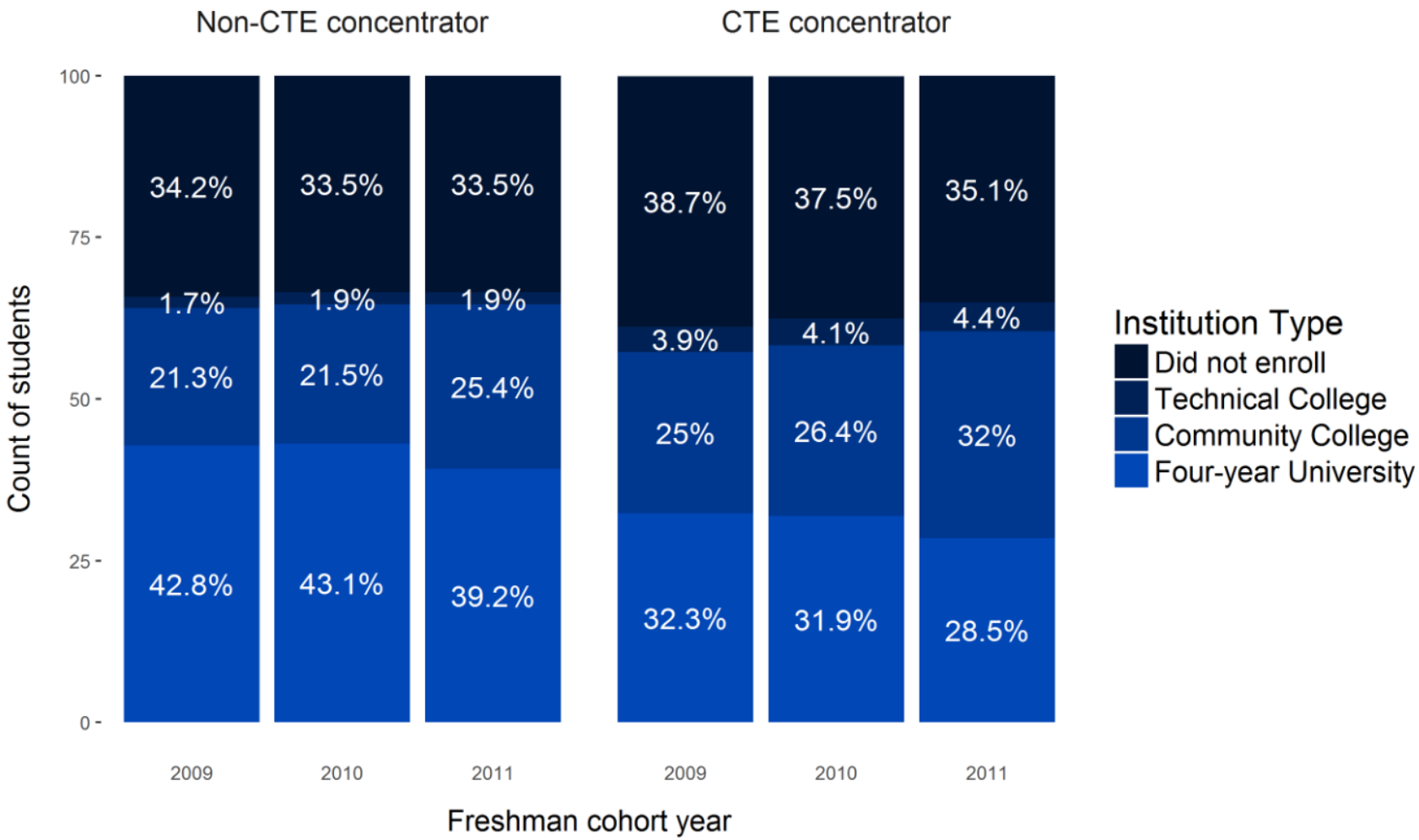
Career Cluster	Average ACT	Percent 21 or above	Percent below 19	Students tested
Agriculture, Food, & Natural Resources	18.3	28.6%	64%	4505
Architecture & Construction	17.7	25%	68.8%	2621
Arts, Audio/Visual Technology, & Communications	19.4	38.3%	54.1%	1845
Business Management & Administration	19.7	41.3%	51.9%	2418
Education & Training	18.8	33.7%	59.9%	359
Finance	20.8	50.5%	42.5%	664
Health Science	20.4	46.2%	45.1%	7494
Hospitality & Tourism	17.8	22.6%	70.3%	1318

ACT by Career Cluster for 2012 cohort

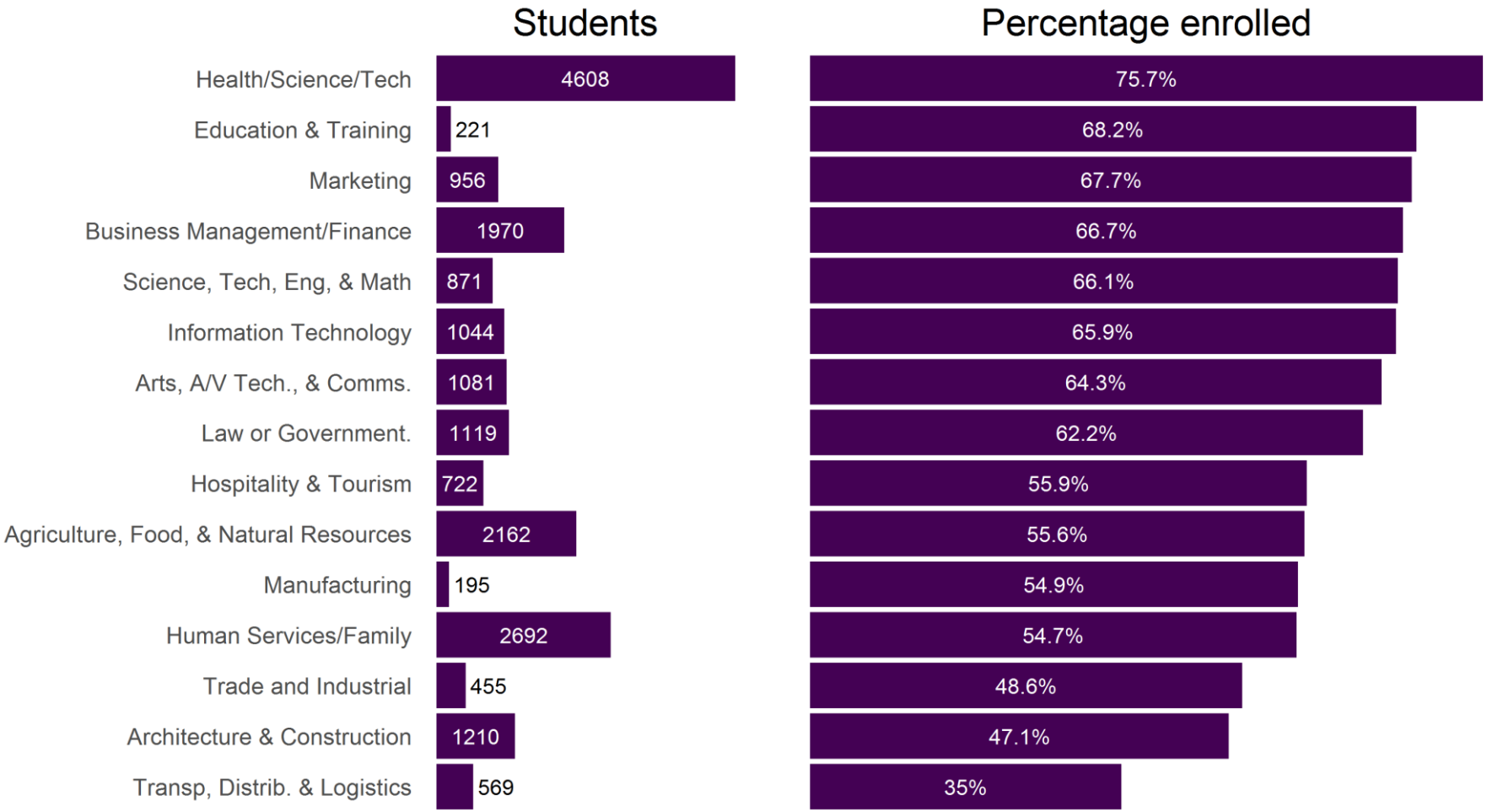
Career Cluster	Average ACT	Percent 21 or above	Percent below 19	Students tested
Human Services	17.6	22.1%	71.5%	4947
Information Technology	20	43.8%	48.8%	1332
Law, Public Safety, Corrections & Security	19	33.7%	56.8%	1800
Manufacturing	17.4	22.6%	72.7%	954
Marketing	20.1	43.7%	47.9%	1635
Science, Technology, Engineering, & Mathematics	21.2	51.2%	41.9%	1528
Transportation, Distribution & Logistics	16.3	13.5%	81.8%	1820

Seamless Postsecondary Enrollment

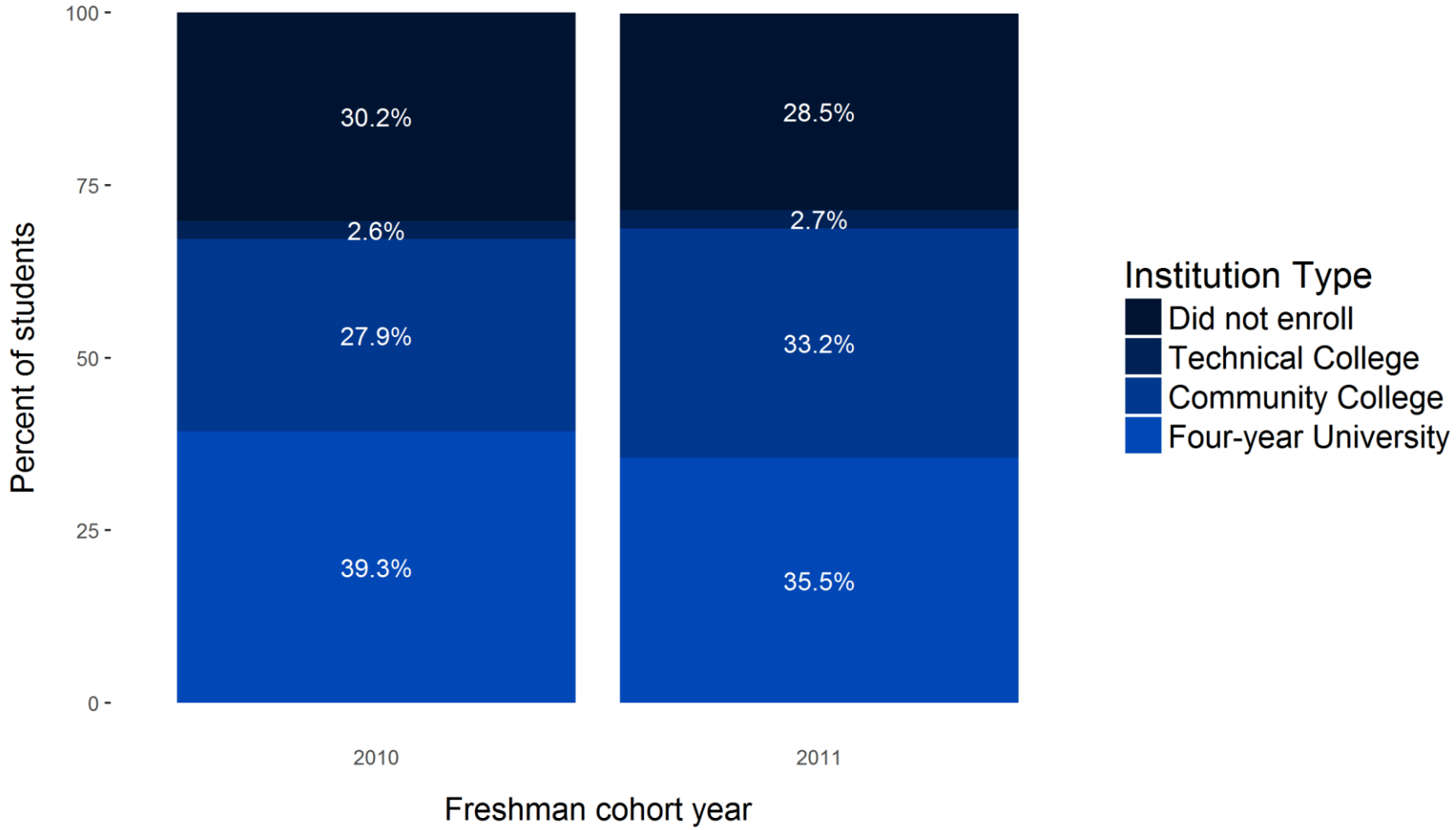
Postsecondary enrollment by CTE concentrator status (seamless enrollment within 16 months of graduation)



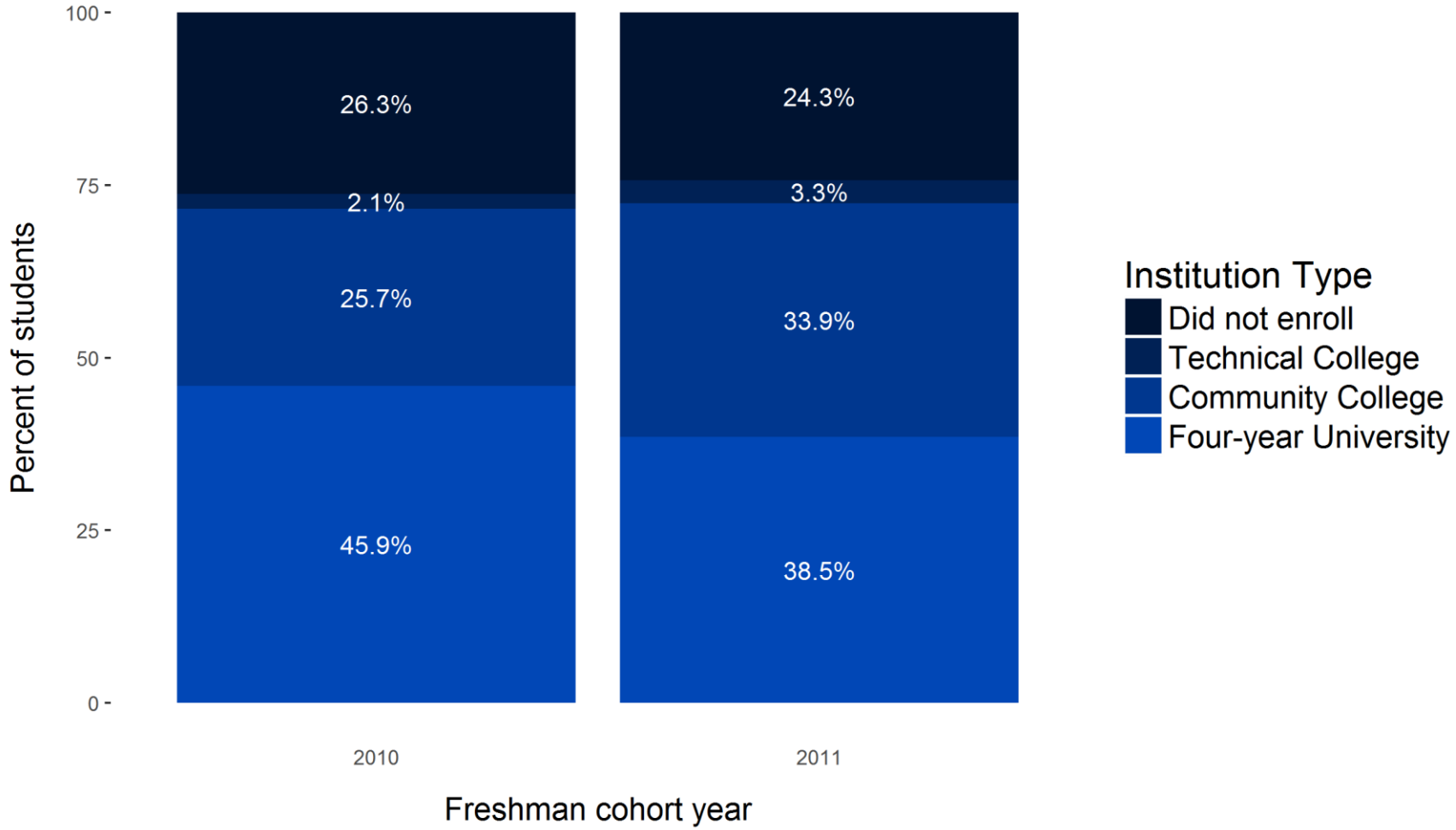
Postsecondary enrollment for 2011 cohort by Career Cluster



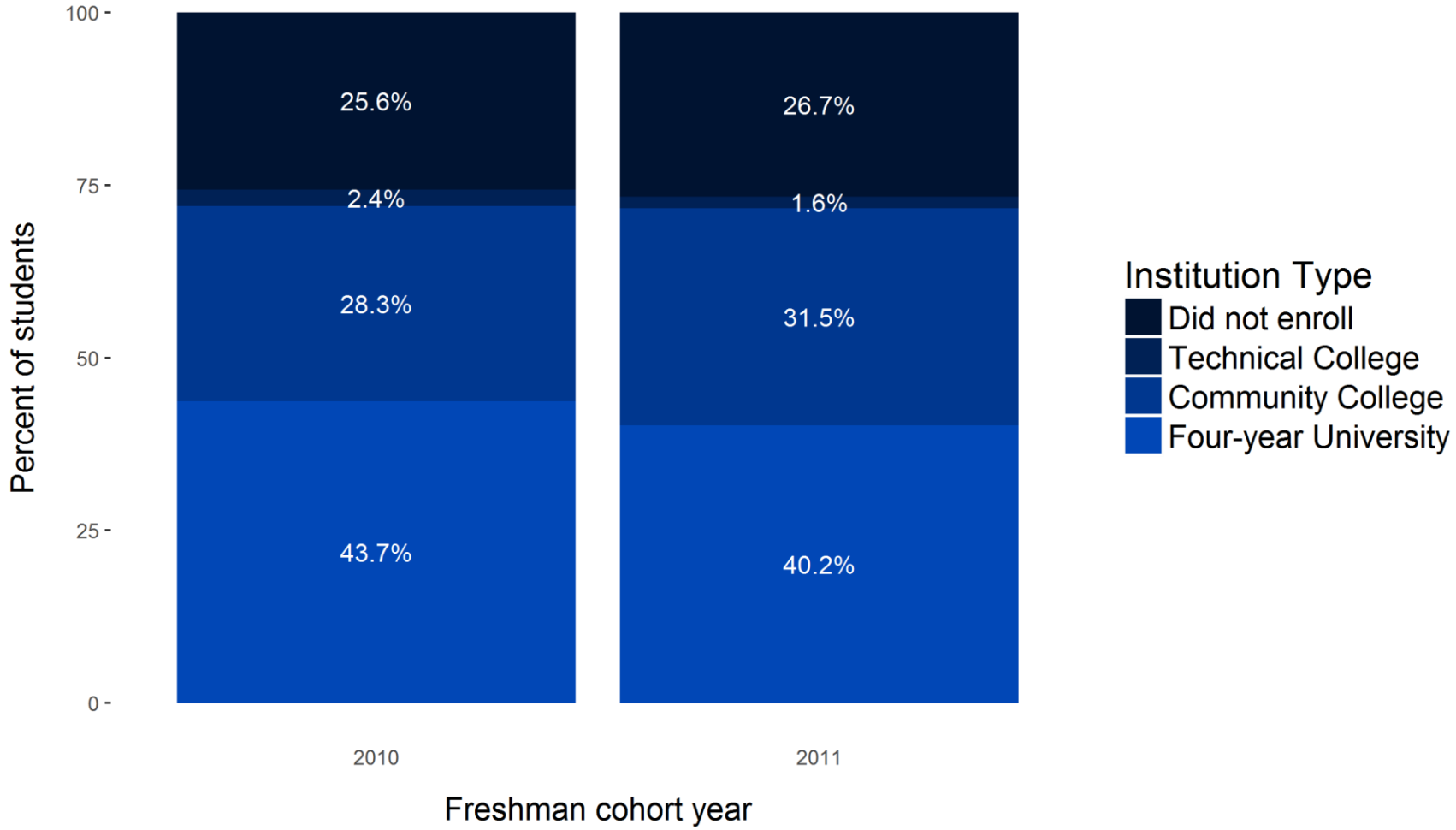
Postsecondary enrollment for Business Administration



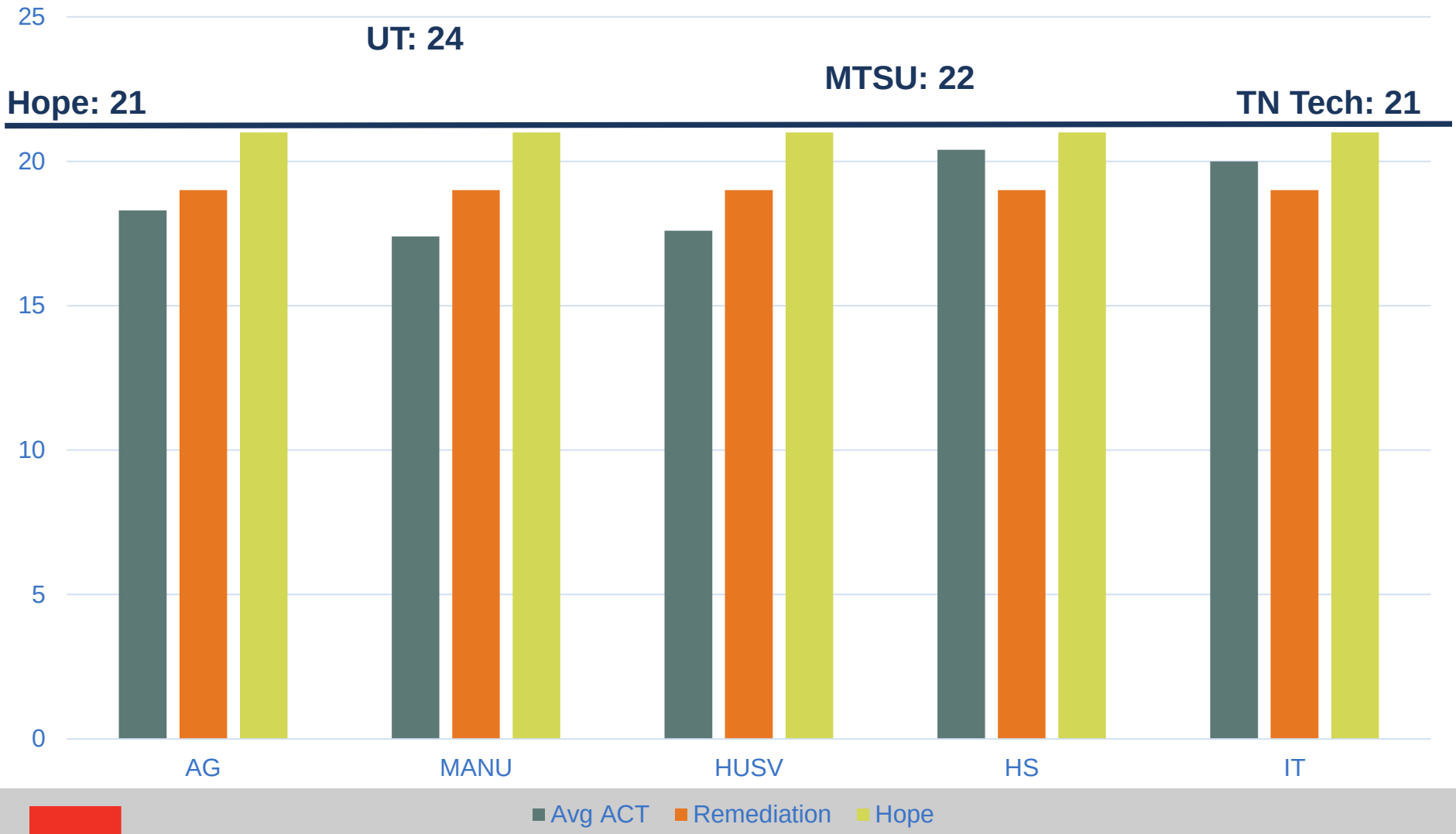
Postsecondary enrollment for Finance



Postsecondary enrollment for Marketing



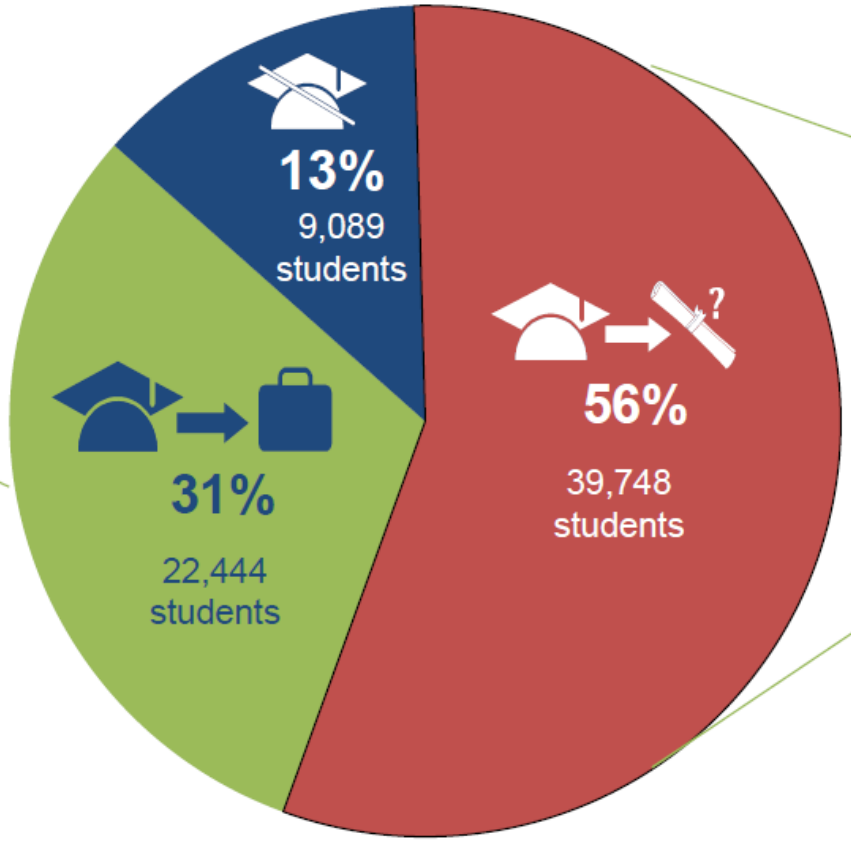
Entrance requirements vs. average ACT



71,403 Students

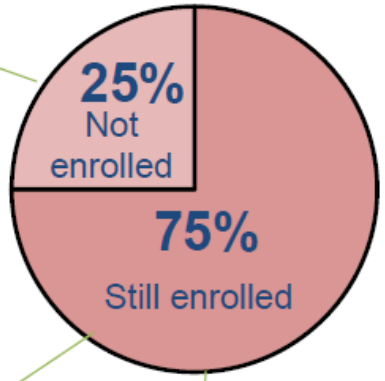
2008 Cohort of High School Freshmen

Students who graduated from high school and entered the workforce and earn an average salary of **$9,161 annually**, far below the poverty line.



- **Did not graduate from high school**
- **Graduated from high school only**
- **Enrolled in postsecondary**

After one year



Only 6 percent of students who were enrolled after one year **completed a degree or certificate within two years.**

Questions and Discussion

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Districts and schools in Tennessee will exemplify excellence and equity such that all students are equipped with the knowledge and skills to successfully embark on their chosen path in life.

Excellence | Optimism | Judgment | Courage | Teamwork